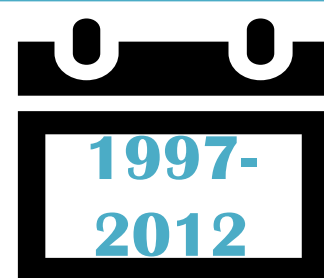




CLASS OF 2025

Generation Z



GET TO KNOW OUR NEW STUDENTS



PERSONAL TECH

95% HAVE
**Smart
Phones**

HAVE **ALWAYS** LINKED CAMERA WITH *PHONE*

PERSONALIZATION

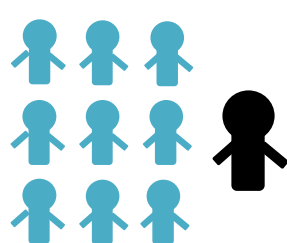


HAVE GROWN UP IN A
**HYPER-
PERSONALIZED
ENVIRONMENT**

44% **PREFER** A TAILORED EXPERIENCE TO PRIVACY

GAMING

9 OUT OF 10
HAVE ACCESS TO
**GAMING
CONSOLES**

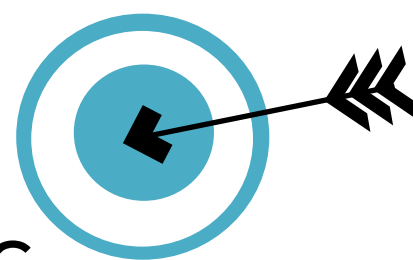


75%+ MALES **WATCH** VIDEO GAMES OFTEN

IDENTITY

OVER
68%

**SAY GAMING
IS A PART OF THEIR IDENTITY**



MEDIA CONSUMPTION

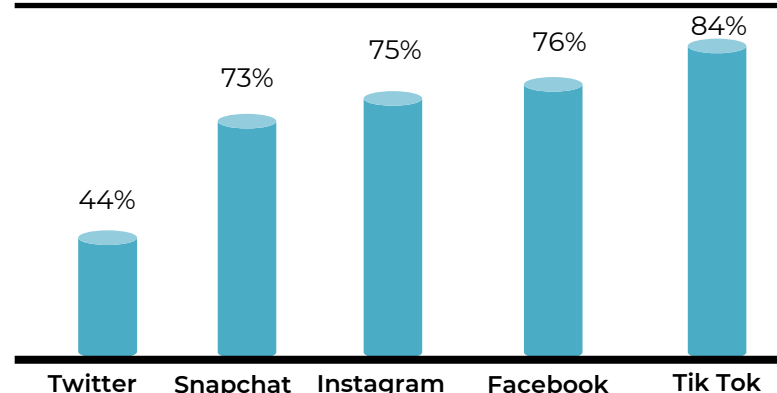
73% **Watch
Video ON
SMARTPHONES**

INSTANT FULFILLMENT



**GROWN UP
WITH
SERVICES ON-DEMAND**

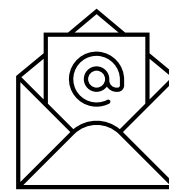
SOCIAL MEDIA PROFILE



ESTIMATED ATTENTION SPAN OF **8** SECONDS

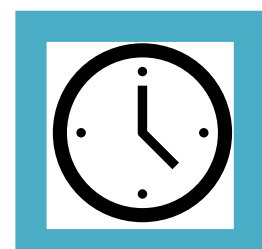
COMMUNICATION

FIND **EMAIL
OUTDATED**



3X MORE LIKELY TO OPEN A **CHAT**
FROM A **PUSH** NOTIFICATION

HIGHLY VISUAL



**STREAMING
23 HOURS OF
VIDEO PER WEEK**

NETFLIX | AMAZON PRIME | YOUTUBE



**THIS YEAR'S
FRESHMEN
WERE BORN IN
2003**

Hurricane Katrina ravages the Gulf coast when they were 2.

Barack Obama was their President from the age of 6 to 14.

The US has always been at war in Afghanistan.

They were 9 when the Sandy Hook tragedy occurred and 15 when the attack on Stoneman Douglas high school killed seventeen.

Active shooter drills have always been a part of their school experience.

Marriage Equality has been the law of the land since they were 12.

Have always been able to "Google it" to have answers instantly.



**NEVER HAVE
I EVER**

MOST GEN Zs ...



Have never written a paper check.



See this as just a save symbol.



Never rented a VHS tape from Blockbuster.



Have never used a phone book.

Have never seen a Sears catalog.



Have never used/seen a pager, pay phone, or a phone with a cord.



Have never looked up something in an encyclopedia.



Have never used a paper map – or printed directions from MapQuest.